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Irving: Was it Montreal Dry Goods, the first one? Rose: Oh, yes. That was the first store, that's right. Montreal Dry Goods. When we opened first, it wasn't under the name of Schwartz--it was Montreal Dry Goods. The reason for that was, that uncle that lived in Montreal, he had a wholesale dry goods store. He and another man from Glace Bay, they opened it together. Then things went kind of bad, so they had to give it up. And they shipped a lot of the merchandise to this store in New Waterford. And the building belonged to them. That was the corner store. They shipped a lot of the merchandise, and they got us to stay there in New Waterford and sort of, you know, sell the merchandise. So it was the name at the beginning, for one year--it was the Montreal Dry Goods store. It was a beautiful suit, though. They'd have it--I think they could (be) put in the grave in that same suit, because it lasted so long, it was so good. Then we had ladies' dresses. And we had a big men's wear department. (And your husband had had experience with all that.) With men's wear. I had no experience. But he taught me. But you know, you buy, and they wouldn't buy the buy just so many. (Would the people they come to you? Customers would come from them. Mostly men. They'd open you say "open up. get the experience. You choose what to do. We stuff we have today. We'd sell them, and.... you bought from--did) No, a lot of the travel to Cape Breton. We'd buy we'd have to go to Sydney up in Sydney. (And when " what does that really But then my husband decided that that's not for him, he's got to open on his own. So he opened on his own. And it was under Schwartz. (Was there a big sign that said "Schwartz"?) No, no. No big sign. No, everything was very humble. Just a small store. (And what did you carry?) Clothes. Because my husband didn't know anything but the clothes. So the first thing that we did when we did well was-- there was Tip Top Tailors--I don't know if you know anything about that. Well, they would just give one to New Waterford. another one in Sydney--they'd give them the agency (to represent Tip Top Tailors). In those days, what man wouldn't have a made-to-measure suit? He'd never go to church without a made-to-measure suit. They always had to have made-to-measure suits. So, we made very well on those suits. My husband used to measure them. They'd send the order away to Toronto. And they'd make it up-- Tip Top Tailors. And it would come back here, and they'd get the suit. And we used to take, oh, an awful lot of measurements. Because we were the only ones in New Waterford. That was one thing that was in our favour. Suits were very cheap, too-- made-to-measure suits. At the very beginning I remember it was \$17.50. Then it went up to \$19.50. Then it got up to \$22, and \$24.95--that was expensive. Why You Should Buy Less of our Product Nova Scotia Power is a company and our product is electricity. It might be assumed that our business is selling electricity. But it's not Nova Scotia Power is not in the business of getting people to use more electricity. Our job is helping people to use less energy better. Through Power Smart, an ongoing programme designed to encourage the wise use of energy. Why? Because energy-efficiency is in the best interest of our company, our consumers, and our environment. Better for US. If our consumers started using



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